

A Quick Way

to....

Restore an Estate



ARE you among the thousands who have suffered from the great depression? Have you had to make a hurried survey of your financial position only to find that you are worth less by thousands of dollars than you were? Do you realize that death compels a liquidation of securities at current values?

How can that situation be met?

You can instantly restore your estate to a healthy basis by taking out more insurance. The one way to be insured to the point of safety is at least.

Over five hundred million dollars of life insurance was taken out in the Sun Life Company last year — much of it by level-headed men who balanced their accounts by this simple method.

SUN LIFE ASSURANCE COMPANY OF CANADA

Head Office: MONTREAL

DAFOE'S COFFEE SHOP

HOME COOKED MEALS

PALM ICE CREAM ON HAND

PIES and CAKES MADE TO ORDER

TOBACCO AND CONFECTIONERY

An amplifier has been tested and increases the volume of tone on pronounced satisfactory which will violin or cello.

1st prize — \$1,000.00 cash
2nd prize — \$500.00 cash
3rd prize — \$250.00 cash
4th prize — \$100.00 cash
5 prizes, each \$50.00 cash
25 prizes, each \$10.00 cash
104 prizes totalling \$3,000.00

GOOD YEAR PRIZE CONTEST

Anyone from a family where a car is owned may enter, except the dealer, employees of rubber companies and the families of both.

See the six Good Years. Three of various sizes, types and body thicknesses on display here. Then estimate the number of cords in each of these tires, find a total, and divide by six to obtain the average. You may examine, too, a section of tire cord which also on display. Submit your estimate on the standard entry blank which is free. No other requirement. You don't have to buy anything.

Closing date: June 30, 1932. Address: "The Good Year, Super Tire Co., 1000 Dundas St. W., Toronto 14, Ontario."

MacCallum & Smith Motors
GLEICHEN, ALBERTA

Come in and see Super Tire Co. demonstrators and get a helpful booklet of current directions.

Town & District

If you want to sell, you have to tell, you ring your bell and give a yell. And ADVERTISE. Why has nobody thought of putting a tax of 1 or 2 per cent on the tax bill?

Responsible farmers throughout the three prairie provinces are now being supplied with foundation cattle and sheep by the Dominion Agrarian Credit Company Limited with payments deferred over three years. The organization is recommending the acquisition of dairy cattle wherever possible as a means of obtaining a revenue irrespective of cash crops.

After being off for about 10 days the street lights came on Friday night. This was a welcome sight as after a week of stepping into mud holes the citizens now thoroughly appreciate street lights.

The Alberta Government will install telephones free to all who want the phones. This offer is good from May 1st till July 31st.

According to a census of wild beasts in our national forests made by the Department of Agriculture, there are about 550,000 deer, 52,000 elk, 5,000 antelope, 5,100 moose, 15,000 mountain sheep, 17,000 mountain goats and 44,300 bears. Imagine the job of counting all those bears.

"You'll buy a ticket," said Mr. T. Bates, when asked if he would attend a whist drive in aid of the covered walk. "I don't want anything about whist, but I shall enjoy the drive."

Christmas will be here next month June 14 to 17. This is about a month earlier than usual.

Subscribers will no doubt applaud the fearless policy declared by an Alberta newspaper as follows: "We wish to announce that hereafter our policy, politically, shall be independent. On all other questions we shall endeavor to print the truth."

Pretty Young Thing: "Are you sure these curtains won't shrink. I want them for my bedroom window."

Adolph Guttrah: "Lady, with your figure, you should worry whether they do or not."

Dominion tax changes, as announced at Ottawa a few days ago, include a five cent tax on telegrams, cables and radio messages, and long distance calls. On long distance sleeping car berths, the tax will be ten per cent, with a minimum of 25 cents, and ten cents on chair car seats.

Alta Bates is now driving six beautiful white horses for M. Bollinger and is riding with the sun-burnt morning.

There seems to be a disposition on the part of the farmers who are bringing in eggs to market to neglect the nests this season and bringing in very dirty eggs, more so than in the past, so doubt customers that eggs are so cheap it is not worth bothering about clean nests. Eggs which would often grade extra and No. 1s are therefore graded as seconds and from two to three cents a dozen less. This fact also is lost sight of if inspectors should arrive on the scene and find these dirty eggs on retailers' counters, he is liable to a heavy fine, as regulations prohibit the storekeeper from accepting anything but absolutely clean eggs.

When all other methods of transportation collapsed hopelessly in the recent storm, the staunch old railway locomotive tooted through on time, with flags flying. If it had not been for the railroad service, the country side would have been in real difficulty.

This emphasizes the fact that in emergencies such as occurred last week, the railway affords the only dependable means of transportation. There must have been something very reassuring to districts cut off from all communication, in the whistle of the trains as they pulled in on time, after hunking storms and drifts.

The situation brought a realization that the country could not continue to function without the services the railways provided.

TRY A WANT AD

Two cents per word for each insertion; minimum charge 25 cents. Write your want ad, count the words in it, and multiply by two—then you know exactly how much your ad is going to cost. No charge accounts on this class of advertising.

FOR SALE—120-acre double ditch, Cockerhill drill, good sheep; 1 Oliver Gang plow, 4 extra shears; 2 sets breeding harness, numerous collars; 10 ton A-1 lapland hay; 1 demeter. Terms to responsible party. R. S. McQueen, Gleichen, 714

SEED POTATOES—Early Six Weeks One cent a pound. W. H. Goodwin, 2825, Gleichen.

FOR RENT—Two little houses four-rooms each, gardens, at Gleichen Street. Emil Griebach, 414

YOUNG PIGS WANTED—If you have any for sale we buy them Phone No. 4, Chumy, Alta. 541

WANTED—work for Case 1833 tractor. Will guarantee good work at reasonable price. Box X Gleichen Call.

Most former soldiers are for peace — some of them because the pay for saluting a second lieutenant is inadequate.

COUNTER SALES BOOKS

Get your counter sales book now! Western Sales Book Co. 1000 10th Ave. S.W. Calgary, Alberta

Standard prices ranging from 6 cents a book in lots of 500; 8 1/2 cents a book in lots of 250. Prices higher for smaller lots and lower for larger lots. Samples may be seen at

THE GLEICHEN CALL

ST. ANDREW'S CHURCH SERVICE

Thursday, May 4th, Ascension Day Holy Communion 10:00 a.m.
Sunday May 8th.
Holy Communion 9 a.m.
Sunday school 11:00 a.m.
Evening 7:30 p.m.

113th Anniversary service of the founding of the I.O.O.F. to be held in the Oddfellows' Hall, Mile at 3 p.m. Sunday, May 8th, 1932. Everybody welcome.

UNITED CHURCH

Rev. V. M. Gilbert, Minister.
11:00 a.m. Church School
7:15 p.m. Service of Song.
5:30 p.m. Worship.

NOTICE OF PREPARATION OF ASSESSMENT ROLL

Town of Gleichen Assessment Roll, 1932

Notice is hereby given that the assessment roll of the Town of Gleichen for the year 1932 has been prepared and is now open for inspection at the office of the secretary-treasurer of the Town from ten o'clock in the forenoon to four o'clock in the afternoon on every day which is not a public holiday, except Saturday, and on that day from ten o'clock in the forenoon until two o'clock in the afternoon, and that any person who desires to object to the entry of his name or that of any person upon the said roll or to the assessment of any property or to the assessed value placed upon any property, must wish in thirty days from the date of this notice lodge a complaint in writing with the secretary-treasurer of the town.

Dated this 26th day of March 1932.
M. MURRAY,
Secretary-Treasurer.

Gleichen Flour Mill

What Gleichen District makes Makes Gleichen District Help to make Gleichen District By using "Beau Ideal Flour"

Made in — GLEICHEN FLOUR MILL The Mill is Always Open.

Enter the \$3000.00 PRIZE CONTEST NOW!

Get your counter sales book now! Western Sales Book Co. 1000 10th Ave. S.W. Calgary, Alberta

MARCELLING 50 CENTS PIANO LESSONS FOR BEGINNERS 50 CENTS AT THE HOME OF BLANCHE DESJARDINE GLEICHEN, ALBERTA

ALBERTA GOVERNMENT SAVINGS CERTIFICATES

Backed by the Entire Resources of the Province

4 0 0 NEW ISSUE—Provincial Savings Certificates issued for terms of one, two, three years and bearing interest at 5 percent per annum are now available in denominations of \$25, \$50, \$100 and larger amounts.

DEMAND CERTIFICATES—Saving Certificates payable on demand, bearing interest at 4 percent per annum are still available as in former years.

Apply to — Savings Certificates Branch Treasury Dept., Edmonton Hon. R. G. Reid, Prov. Treasurer.

5 0 0 TERM Certificates One, Two, Three Years.

DELIVERY SERVICE FOR PERMIT HOLDERS

There is no necessity for using your private car in transporting your requirements to your home. A prompt and efficient delivery service is maintained for your convenience, and our drivers will collect and pay cash for undamaged empties.

The Brewing Industry of Alberta

and the extent of its payroll, earned by Albertans and spent right here in our Province, in common with other industries in our midst, is dependent on the measure of support received from those who PATRONIZE HOME INDUSTRY.

AG-NT FOR BREWING INDUSTRY OF ALBERTA

DISTRIBUTORS Limited GLEICHEN

PHONE 28

Your Telephone:

If you are without telephone service, now is the time to install it. Rates will never be cheaper but—

FROM MAY 1st TILL JULY 31st RURAL AND LOCAL TELEPHONES WILL BE INSTALLED.

FREE

UNDER CERTAIN SIMPLE CONDITIONS.

SEE THE LOCAL TELEPHONE AGENT TODAY

Alberta Govt. Telephones

Bolivar Chicks Are Better Chicks

They are bred to a STANDARD not down to a PRICE. Alberta chicks; Leghorns 12c.; Reds, Rocks, and Wyandottes 14c.; B. C. Chicks 2c. higher.

EXPERT SERVICE ON CUSTOM HATCHING LOWEST RATES

Bolivar Hatcheries Ltd.

240 Third Ave. E., Calgary. PHONE R7118
—OR— CLOVERDALE, B. C.

Clif, Fleury

PLASTERER — AND — BRICKLAYER

All Work Guaranteed FIRST CLASS Estimates Gladly Given GLEICHEN, ALBERTA

It is certain—they all sit directly in front of us.

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